

DALLAS



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THE DALLAS CHAMBER OF COMMERCE

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Dependable Electric Power an Important Factor in the Industrial Development of Dallas

ONE of the causes of the rapid growth and maintained prosperity of Dallas is due to its very extensive industrial development during the past few years.

Hundreds of new business institutions have located in Dallas. No doubt the fact that Dallas has dependable electrical power service aided materially in locating many of these new concerns here. This is particularly true of those industries that use power, for the economy and efficiency of electric energy for power purposes, has been clearly and definitely demonstrated.

It has been said that a city can progress only so fast as its electric power company is able to develop.

Dallas has at all times been helped in its going forward by splendid electric service for both domestic and industrial use.

DALLAS POWER & LIGHT COMPANY



(Marble Statuary in Main Restaurant)

The Adolphus

ONLY FIREPROOF HOTEL IN
THE CITY

500 ROOMS 500 BATHS

REAL SERVICE

UNREMITTING ATTENTION TO
FOOD SERVICE



The Dallas Telephone Company

Extends greetings and best wishes for a happy
and prosperous New Year to the people of
Dallas.

We look back over the past year with pride
upon the improvements made in the Dallas Tele-
phone Service, and look forward with confidence
in our ability to serve you during the year 1922.



The Dallas Telephone Company

What of the New Year?

BY FRANK M. SMITH,
President Dallas Chamber of Commerce

WITH the disarmament conference ushering in a new era, we face the rising sun of world peace and prosperity, the first bright year since 1914. Last January our economic troubles, reaction from war-inflated prosperity, were gathering weight, but fundamental conditions indicate the low point in business has been successfully passed. Like Bunyan's Pilgrim, we have negotiated the Slough of Despond and our pack of burdens will grow lighter as we travel the 1922 highway with renewed confidence in the strength of America's economic structure.

Dallas has particular reason for optimism. The vitality of Dallas business was indicated by the fact that during 1921 the city broke all its previous building records. The new year comes with assurance of unabated construction activity. Dallas leads the Southwest as a "skyscraper center," with 64 buildings from 6 to 29 stories, and 1922 will give at least two other towering structures. Dallas real estate values easily held their own in 1921, in some instances increasing, and several excellent suburban additions were opened during the year.

Right at its doors Dallas now has the Nation's greatest oil field, it being but 70 miles to the nearest gusher of the Mexia district. Within easy over-night travel of Dallas is produced more than half the oil of the Nation, making Dallas ideal as the headquarters of oil companies and oil field supply concerns. During the past year oil prices have averaged an increase of 100 per cent, greatly stimulating business in the Dallas trade territory. With hundreds of test wells going down, new oil fields in the Dallas district may be brought in during the new year.

Dallas secured 600 new concerns in 1921. We have on our mailing list some 300 other concerns, many of which have said they would open Southwestern headquarters here dur-



ing 1922. The Chamber expects several new factories during the next twelve months. Dallas, the Southwest's complete wholesale market and fifteenth largest jobbing center in the Nation, entertained 30 per cent more visiting retailers the past year than in 1920. Completion of the new electric interurban railway to Terrell, which will give the city seventeen steam or electric railway outlets, is of much importance to our retail merchants. Dallas is easily conceded to be the largest retail market of the State. The exhibit of "Made in Dallas" goods at the State Fair should have a far-reaching effect in directing attention to the diversified and excellent products of local factories.

Cotton prices have increased around 100 per cent the past year, this being favorably reflected in business. Texas produces one-fourth of the Nation's cotton. Unfavorable conditions for cotton the past two years have established diversified farming in the Southwest to a most gratifying extent, this being perhaps the greatest single item in our calendar of optimism and confidence. There are still 26,832 farms in Texas without domestic animals of any kind. Texas is the only state which

has the natural resources for furnishing all its citizens with food, clothing, warmth and shelter if cut off entirely from the outside world, and we should take full advantage of this largesse of nature.

Every section of the state is building permanent highways as never before, making for the prosperity of the farmer, the convenience of the tourist and tying communities closer together. Development of Dallas County's network of permanent highways, furthered materially by the \$6,500,000 good road bond issue, is stabilizing business, furnishing employment to many and adding to Dallas' rank as a business and tourist center.

For the first time in nearly two years the Dallas Federal Reserve Bank is out of debt. A stimulus to business was the reduction of the rediscount rate of the bank from 6 to 5½ per cent. A market in Mexico for pure bred live stock was fostered by the live stock special into the Nation under the auspices of the State Fair, the Dallas County Pure Bred Live Stock Association and other organizations. Dallas is completing a new \$800,000 high school, as well as ward schools. The new city directory shows the city with 201,088 population, including adjacent suburbs. The Chamber of Commerce has named a committee to co-operate with the city in obtaining water supply ample for scores of years to come. Dallas jumped from 86th to 42nd in population in the past twenty years and at the present rate of growth Dallas should rank as 31st city in the Nation in 1930.

Business is gathering strength. Dallas has confidence. We know the famous "Dallas Spirit" which functioned so well through war and adversity will be equally active in the more favorable times ensuing. Let us start 1922 safely in "low"; as conditions justify, shift into "second" and soon we will be in "high", out on the broad road of Normalcy, Prosperity and Happiness.

All Previous Building Records of Dallas

Construction Permits Approximate \$15,000,000 and in Per Capita Valuation Dallas Ranked Second Among All Cities of United States

STRONGEST evidence of the vitality and growth of Dallas is offered in the 1921 building permits which approximated \$15,000,000, and this, too, during a year when there was more or less general business depression over the Nation, slowing up construction in many cities.

Bearing out the U. S. census figures, which showed 550 new people moving to Dallas every month during the past ten years, the demand for

homes occasioned the granting of permits for more than 3100 residences during 1921, or nearly three times as many as have been granted any previous year of the city's history.

According to D. C. McCord, City Building Inspector, Dallas ranked second among cities of the Nation in building permit valuation per capita, being exceeded only by Los Angeles. Dallas' per capita valuation approximated \$90.

The building outlook for January

is the brightest ever presented at this season of the year. Of new buildings reasonably certain to be started during 1922 at a combined cost of \$6,000,000, permits for several will very likely be taken out this month.

Among these is the Medical Arts Building at Masten, Pacific and Live Oak, to be erected by the Cary-Schneider Investment Company. Its erection is one of the tangible results of the removal of the Texas & Pacific Railway tracks from Pacific avenue. The building will be eighteen stories, with 2,400,000 cubic feet and 170,000 feet of floor space, and will cost around \$1,000,000. While the structure will be designed primarily for the medical and dental professions, it is possible that the University Club may take the top floor.

C. D. Hill has been selected to draw plans for the new Hyer Hall of Physics at Southern Methodist University, construction of which is expected to begin within a month. It will be one of a group of three proposed new buildings estimated to cost \$500,000. S. M. U. has a record attendance of 1500 this year and this would have been much larger had more buildings been available.

Highland Park Independent School District has purchased for \$30,380 seven acres two blocks north of Mocking Bird Lane between Hughes Drive and Keys avenue as the site for the new \$150,000 Highland Park School.

Contract for building Preston road from Dallas north to the county line, 12.42 miles, has been awarded by the County Commissioners to the Miller Construction Company of Sioux City, Ia., which will shortly move headquarters to Dallas. Contract was on the unit basis and totalled \$97,387.83. Contract for concrete bridge work was awarded to Andrew Jackson. This road is a link in the system being financed from the \$6,500,000 good road bond issue voted by the county.

It is announced that work on the new Dallas Athletic Club building at St. Paul and Live Oak, which may cost \$1,000,000, likely will start this spring.



18-STORY \$1,000,000 MEDICAL ARTS BUILDING. BARGLEDAUCH & WHITSON, ARCHITECTS

Are Broken by the Figures of 1921

\$1,000,000 Medical Arts Building, Dallas Athletic Club, Methodist Hospital and Y. W. C. A. Building Among Structures for New Year

Dirt was broken in December for Hella Temple's \$100,000 Children's Hospital, the Shriner's magnanimous present to the little ones.

Excavation has been finished for the new First Methodist church at Ross and Harwood, to cost \$1,000,000 complete.

Construction has started on a \$300,000 contract for the erection of 60 residences in the North Fitzhugh addition, which is being financed by A. C. Rick and Harry A. Hurt.

Irving D. Porter, U. S. Government Architect, has submitted to Washington designs for two new Federal buildings at Dallas to cost \$2,400,000.

There will be completed within a short time the \$150,000 mansion of Roy Munger in Highland Park, which will supplant the picturesque replica of Mount Vernon, former home of Edgar Flippin.

The American Automotive School is having plans drawn for a \$150,000 brick building to supplant the present structure.

The Dallas Tent & Awning Company is completing a 100x100-foot factory building at a cost of \$45,000. It will be one of the largest buildings in the South occupied exclusively by tent and awning factory.

An additional permit of \$1,500,000 will be granted for the Magnolia Building, bringing the total valuation of permits for the building to more than \$3,500,000. It is expected the building will be ready for occupancy early this summer. It has a height of 450 feet from basement to top of tower and has 31 stories above ground, including tower.

Among the new buildings scheduled for 1922 is the first \$500,000 unit of the Methodist Hospital, to be located in Oak Cliff.

Plans are being considered by the Texas Farm Bureau Federation for the erection of a building for permanent headquarters here. The institution now has more than 100 employees at Dallas.

Foundations are being set for the \$125,000, three-story building on Main between Pearl and Preston being erected by Ira P. DeLoache for Tenison & Bair, distributors of the Marmon, Maxwell and Chalmers cars. Lang & Witchell are the architects.

The Dallas Elks Lodge has approved plans for the sale of \$200,000 worth of bonds for the erection of a new home for the order.

Local Odd Fellows have voted to erect in the near future a 12-story building to house the seven Dallas lodges with additional space for business concerns. It is to be erected on a lot at Pearl and Cabell.



"DALLAS BY NIGHT," TAKEN FROM T. & P. BUILDING, BY V. H. SCHOFFELMAYER, WINNER OF FIRST PRIZE IN DALLAS CAMERA CLUB CONTEST

Results Justify Open Shop Policy

A digest of business in Dallas the past year bears strong witness to the wisdom of the Chamber of Commerce in establishing the Open Shop policy in 1919. During the past year Dallas has broken all building records. Fully 65 per cent of the total building operations in 1921 were built on the Open Shop basis. Furthermore, there has been no serious labor trouble in Dallas since the Open Shop was initiated and during that period Dallas has done more building than during the preceding seven years.

Dallas made great strides in manufacturing the past year, with many important factories added and the Federal census showing that Dallas leads the State in value of goods produced. Fully 98 per cent of Dallas' manufacturing is on the Open Shop basis. One of the outstanding accomplishments of 1921 was placing the big printing industry in the Open Shop ranks, as 95 per cent of our commercial printers now operate on this basis. The Chamber of Commerce has found that the Open Shop is the greatest single argument that can be offered to a manufacturing industry in urging its location here.

Publicity of untold value has accrued to Dallas because of its Open Shop policy. The Dallas Open Shop Association, affiliated with the Chamber of Commerce, has had valuable space given the past year to its news items in the following publications: Iron Age, New York; Manufacturers' Record, Baltimore; Leslie's Weekly, New York; Manufacturers' News, Chicago; Iron Trade Review, Cleveland; Times, Los Angeles, Saturday Night, Detroit; Commercial, Buffalo, as well as a number of others. Dallas Open Shop items have appeared regularly in the publications of the following organizations: The Builder, Kansas City; National Association of Manufacturers, New York; The Open Shop, Omaha; Open Shops News, Oklahoma City; Citizens Alliance, Minneapolis; Southern Metal Trades Association, Atlanta; Tri-City Manufacturers' Association, Moline, Ill.; Employers' Association, Denver; National Founders' Association, Chicago; Greater Miami Employers' Association, Miami, Fla.; American Plan, St. Paul; Citizens Alliance, Sioux City; Citizens Alliance, Duluth; Citizens Welfare Association, Sherman, Texas; Employers Association, Kansas City; Industrial Division of Chamber of Commerce, Cincinnati;

Open Shop Association, Wichita Falls; Employers Association, Louisville; Open Shop Division, El Paso; Open Shop Association, San Antonio; Associated Industries, Indianapolis; Employers Association, Jacksonville, Fla.; Employers Association, Detroit.

Plans for several fine residences in Dallas are being drawn by local architects for citizens of the Mexia oil fields who will move here.

Work on the new electric inter-urban railway to Terrell, a distance of 30 miles, is under way. The estimated cost is \$1,600,000. It will give Dallas 17 steam and electric railway outlets.

Contract for the new administration building for the Young Women's Christian Association has been let to the Watson Company. The building, which will be located at the northwest corner of Jackson and Prather streets, will be 100x117, four stories and basement and sub-basement, and will cost \$350,000.

Does City Planning Pay?

Foremost among accomplishments under the Kessler City Plan since its approval in 1910 might be mentioned completion of the \$6,500,000 Union Station and terminals and the civic center in front of Station; the removal of the T. & P. tracks from Pacific avenue, which has given us the five-story Knight building, the 18-story Medical Arts building, site for which is being cleared, and the Dallas Athletic Club, to begin early this year; completion of the M. K. & T. grade separation and elimination of seven dangerous grade crossings at a cost of \$460,000; completion of a part of the proposed H. & T. C. belt line around the city at a cost of \$300,000; completion of eleven parks totaling 181 acres at a cost of \$459,813; purchase of land for proposed Turtle Creek Boulevard at a cost of \$3,000; completion of preliminary reports and plans on flood prevention and future use of the Trinity river bottoms.

The extension of St. Paul street from Commerce to Evergreen, width 50 feet, has been authorized by the City Commission. The widening of St. Paul from Elm to Commerce a minimum of 12 feet has been approved

by the City Plan Commission. The City Commission has accepted a newly drawn zoning ordinance to prevent the encroachment of business upon residential property, calling for a hearing of interested property owners before a permit for a business house in a residential district is granted, and allowing the property owners an appeal to a committee of five citizens in case they are dissatisfied with the first decision. The Chamber of Commerce is co-operating in a practical manner with the City Plan Commission in carrying out recommendations under the Kessler plan for a better city.

Love Field Offers Ideal Factory Sites

The Love Field Industrial District, organized by the Chamber of Commerce immediately following the war, recently purchased the improvements at Love Field, with the exception of a few buildings reserved by the Government, and now owns both the land and the improvements. The Trustees are working out plans for developing this magnificent site as a model industrial district, but in the meantime will lease some of the larger buildings for storage purposes and probably will rent living quarters to families, making use of some of the barrack and officers' quarters for the latter.

In the opinion of experts who have inspected the field, it is ideal for the development of a large manufacturing industry or for an industrial district accommodating a number of smaller, independent factories. The field consists of 617 acres of land, level yet adequately drained, and has a complete waterworks system, sewage system and disposal plant, connection with electric light lines and high tension power lines, a natural gas pipe line through the field, with gas system and connections in all buildings, and a crude oil pipe line through the field that could be tapped for fuel.

In addition the field is well situated from the standpoint of transportation. It is five miles north of the city, accessible over both the Denton Road out Lemmon Avenue, which has just been completed, and the Maple Avenue road. It is served by the Missouri, Kansas & Texas Railway, and the railway has promised to co-operate in every possible way by giving adequate service to any factory which may locate on the field.

Humphreys Oil Interests Choose Dallas

Extensive Space Leased in Two Large Buildings by Developer Famous Mexia Fields; Impetus Given City as Headquarters for Big Petroleum Companies of Southwest

COLONEL A. E. Humphreys, outstanding figure in the petroleum industry in America today, has authorized the announcement, through the Dallas Chamber of Commerce, that the Humphreys interests will maintain offices in Dallas after January 1. On December 16 representatives of the Humphreys interests closed leases for approximately half of the thirteenth floor of the Great Southern Life Building and for half of the tenth floor of the Insurance Building. Work was started immediately on remodeling these offices for occupancy early in January.

Colonel Humphreys himself is expected to spend much of his time in Dallas in the future, directing his immense interests in the Mexia fields and in other fields in the Southwest largely from his Dallas offices. Announcement of the acquisition of these important interests has created universal commendation, and this move on the part of Colonel Humphreys has caused many other of the larger oil interests to investigate facilities afforded here for executive headquarters in the Southwest.

In another part of this issue is published a new map, showing the position Dallas occupies with reference to the oil fields of Texas, Oklahoma, Arkansas and Louisiana. Dallas is within overnight travel of all these

fields, and is unquestionably the logical operating base for companies interested in these fields. In addition to being easily accessible to all fields, Dallas offers splendid railway, telegraph and telephone and mail service, attractive living conditions for executives and employees, adequate facilities for extensive offices, splendid banking accommodations and many other advantages.



COLONEL A. E. HUMPHREYS

Many Companies Interested

Inquiries coming to the Chamber of Commerce during the last ten days of December indicate that many substantial oil companies, operating in various fields, will soon find it advisable to establish headquarters in Dallas, and that the large oil field supply concerns will, in increasing numbers, maintain distributing branches here to serve all the fields from a central point.

The Chamber of Commerce, anticipating a heavy demand for office space, is cataloging all available space in Dallas, and, should it become necessary, will attempt to have other buildings converted into office buildings in order that no company will be compelled to go to a city less advantageously located because of inadequate office space here.

The Chamber was able to meet the immediate demands of the Humphreys interests through the co-operation of the Magnolia Petroleum Company, who readily agreed, at the expense of crowding other departments, to vacate all the space they occupied on the thirteenth floor of the Great Southern Life Building to the Humphreys interests. The Magnolia is rushing work on its new building and will turn over additional space to the Humphreys interests as rapidly as departments can be moved into the Magnolia Building.

Greater Power Given Dallas Postoffice

Recognition of the importance of Dallas as a business center has been given in the announcement of Postmaster General Hays that the functions and facilities of the Dallas postoffice will be greatly increased and the local postmaster become in effect an assistant postmaster general, in charge of Texas postal matters, John W. Philp has been nominated as the Dallas postmaster. Among the activities to be handled by the State units, such as the Dallas postoffice, are the payment of claims, clearing of money orders, distribution of supplies, and other duties formerly clearing through Washington. This announcement would seem to augur

well in connection with Dallas' ambition for new Federal Building facilities. In 1920 Dallas ranked 24th in postal receipts in the Nation and its postal receipts amounted to almost one-third of the total receipts of the eleven principal cities of the Dallas Federal Reserve District.

"Business Insurance"

Three movements that might be classed as "Business Insurance" are being given the closest attention by the Civic Development Department of the Chamber. One is fire prevention, being handled by the Fire Prevention Committee of the Chamber, of which Wallace Inylis is chairman, in co-operation with other agencies. Another is industrial health

protection, being handled by the Health Committee, R. A. Wilson, chairman, in co-operation with the City health department, and the other is the safety movement fostered by the Dallas Safety Council, John W. Philip, president, with which the Chamber co-operates. The aim of these movements is to make Dallas a safer, more healthful and better place in which to live and conduct businesses, and they have a great appeal to individuals or new concerns considering locating here.

H. A. Olmsted has been elected president and W. H. Stratton re-elected secretary of the State Fair Association. The 1922 State Fair will be held Oct. 6-15, inclusive, it was decided at a recent meeting of the directors.

Additions to Dallas' Business Family

The Dallas Hardware Company, organized with a capital stock of \$75,000, will open for business in January at 1803 Elm street. C. B. Porter of Houston is president of the company and J. C. Berry manager.

The Oak Cliff Chinaware, Novelty & Pottery Company has been granted a permit for the erection of a \$25,000 factory.

A new Dallas market is the Empire Beet & Provision Company, 515 S. Ervay street, of which J. W. Cotton is president and E. Hirschfelder secretary.

The Ahlberg Bearing Company of Chicago has opened at 1307 Young street its 34th factory branch in the United States, with L. M. Washbush manager.

Eight new Piggly Wiggly grocery stores are to be opened in Dallas within a few months, it has been announced, bringing the total number here to fifteen with an investment of \$250,000. Dallas has nearly 400 retail grocery stores and markets.

J. F. Reeves, Houston automobile dealer, has purchased the Pierce-Arrow Motor Agency of North Texas from Sidney Smith of Fort Worth and will move headquarters from Fort Worth to Dallas, changing the name of the organization to the J. F. Reeves Company. G. S. Boone, who has been manager of the Dallas house, will remain with the company. The Fort Worth and San Antonio houses will be operated as branches out of the Dallas headquarters.

The Adco Dry Storage Battery Co. has opened State distributing headquarters at 2032 Commerce street.

Aiken-Kelsey & Co., handling oil properties, have opened offices on the third floor of the Insurance Building.

Eaton, Crane & Pike Company, Pittsfield, Mass., have opened a large paper distributing house for the Southwest at South Pearl and Marilla streets.

Eldridge Price Corporation, with headquarters at Dallas, were chartered December 20 with a capital stock of \$500,000, to engage in the oil development business. The incorporators are Eldridge Price, Ab L. Wagner and J. F. Neal.

Fath & Kinney, certified public accountants, have opened offices on the seventh floor of the Insurance Building.

The General Theater Equipment Co. was chartered December 13 with \$10,000 capital stock, L. S. Gohlman, C. E. Rupard and P. C. Parrish, incorporators.

L. D. Lansdale and associates are building a plant on the old aviation repair depot site for the manufacture of battery acid.

Hoera-Rosenthal Safe Company, distributors of Diebold all steel safes, have opened up at 2034 Commerce street.

Charles Eneu Johnson & Co., manufacturers of printing inks, have opened a distributing branch at South Ervay and Marilla streets, with George S. Braznell as manager.

Lowe & Campbell Athletic Goods Company of Kansas City, have leased a building to open Southwestern distributing headquarters in Dallas early in January.

The Maryland Casualty Company's claim department has been moved from Waco to Dallas; E. C. McDermott is manager.

The Norgaard Manufacturing Company has established a plant for the manufacture of mechanics' soap at 1923 Commerce street. E. B. Steen and E. E. Norgaard are associated in the enterprise.

The National Piano Manufacturing Company of Texas was chartered December 15, \$5,000 capital stock, C. C. Moore, Ben Harris and S. D. Thompson, incorporators.

Phoenix Iron Works Co., Meadville, Pa., manufacturers of oil field equipment, have opened Southwestern headquarters at 513 Slaughter Building, with K. B. Thorndike as Southwestern manager.

The Real Silk Hosiery Mills of Indianapolis have opened Texas headquarters at 213 Southwestern Life Building, H. C. Heckler, manager.

The Ray Battery Company of Ypsilanti, Mich., have purchased the interests of the Acme Battery Company, 900 South Ervay street, and will maintain a direct factory distributing branch for Texas at that lo-

cation, under the name of the Ray Battery Sales Corporation, J. H. Myers, manager.

The Southwest Motor Company, distributors of Wills St. Claire motor cars, have opened display rooms at 2210 Commerce street, with G. C. Tippins as manager.

Seymour Paper Company, St. Louis, have established a distributing branch, carrying goods in stock, at 412 Poydras street.

Thompson-Minro-Robins Co., of Kansas City, have chosen Dallas as headquarters for their Southwestern distributing branch and will carry a stock of heavy chemicals here to give better service to their trade in this section. G. R. Nearing is manager of the new branch.

The United Advertising Agency has announced the opening of their Texas branch under the name, The United Advertising Agency of Texas, at 2112 Cabell street, Leonard Dreyfuss, president, E. W. Bateman, vice-president, Milburn Hobson, secretary-treasurer.

Community Shows To Be Held

An innovation in the work of the Agricultural Department will be a series of shows featuring poultry, butter, eggs and corn to be held in January in the larger towns in the county. The purpose will be to tie the farmers closer to the town or settlement near which they live and to stimulate a home market. The County Agent's office has secured a moving picture machine and interesting films from the Government, A. & M. College, State Department of Agriculture and the Texas Farm Bureau Federation will be shown in a circuit over the county.

G. H. Alvord, chairman of the Chamber of Commerce Agricultural Advisory Board, announced that a live stock show will be held in the county in the spring, with a stock judging contest for boys in connection. The 30 boys' agricultural and live stock clubs now have a membership of 1200, and expect to duplicate their winnings of the past year at many shows.

Dallas County farm girls, members of canning clubs, put up 15,000 cans of preserves, valued at \$7,412, the past year. There are more than 1000 members in the 35 women's and girls' clubs under the auspices of the County Home Demonstration Agent.

Berger Plant Swells Manufacturing Volume

Executives of Canton, Ohio, Concern Select Dallas for Important Regional Factory and Distributing Branch After Careful Consideration of All Southwestern Cities

THE year 1921 witnessed splendid progress in the development of the manufacturing industry in Dallas. Many new plants of importance were established during the year, and existing plants were given much favorable advertising through the "Made-in-Dallas" exhibit held at the State Fair of Texas under the auspices of the Manufacturers' Council. The importance of Dallas as a manufacturing center was further emphasized by the announcement from the Census Bureau at Washington of the results of the 1920 Federal Census of Manufacturers, which gave the value of Dallas manufactured products as \$93,650,000, as compared with \$36,000,000 in 1914, again placing Dallas in the lead as the chief manufacturing city of the Southwest.

One of the most important new factories to be established in Dallas last year was that of the Berger Manufacturing Company, of Canton, Ohio, who have erected and are now operating a modern plant at Corinth and South Pearl streets. The story of how Dallas secured this plant, winning a hotly contested fight with other cities of the Southwest, shows the minute care with which modern business institutions are located and emphasizes the favorable facilities Dallas offers the manufacturing industries.

Careful Investigation Made

In October of 1920, Mr. Al and Will Langenbach, high officials of the Berger Manufacturing Company, after some correspondence, visited Dallas for a study of local conditions. They called at the office of the Chamber of Commerce and submitted a questionnaire calling for an immense amount of detailed information, such as inbound freight rates, rates to points throughout the trade territory, labor conditions, population of Dallas, of the territory within 100 miles of Dallas and of the whole trade territory, rated business concerns within 100 miles of Dallas, agricultural production in the trade territory, postal receipts, bank clearings, the annual volume of wholesale business, tax rate, and a mass of similar information.

The Chamber of Commerce took this data and compiled careful and accurate answers, quoting its authority for all information submitted, preparing the whole in the form of a brief, which was delivered to the Messrs. Langenbach before they left the city the next day. While this data was being prepared, these gentlemen were busy calling on bankers, on heads of business institutions in their line, and in kindred lines of business, and on railroad officials, gathering similar data.

After two busy days in Dallas,

these gentlemen visited other cities in Texas and adjoining States which were under consideration for this important factory. The information thus collected in each city visited was then taken back to Canton, where executives of the company, engineers and traffic men, as well as the sales department studied it in minute detail.

The result of this investigation was a decision on the part of executives and the board of directors to locate in Dallas, as their investigations had convinced them that Dallas offered better facilities for the plant than any other city considered. Executives of the company then returned to Dallas in January, 1921, called at the Chamber of Commerce and advised this organization of their decision and asked for assistance in securing a suitable location. Work on the latter problem was begun immediately, and in a few days a satisfactory site had been found and a contract signed.

Pioneer in Sheet Metal

The Berger Manufacturing Company is a pioneer in the sheet metal industry, having been in operation thirty-eight years. The Dallas plant manufactures steel ceilings, metal shingles, metal tile, corrugated tanks, plain tanks and metal culverts. The branch here also distributes in Tex-

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DALLAS PLANT OF THE BERGER MANUFACTURING COMPANY, CORINTH AND SOUTH PEARL STREETS

DALLAS

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Z. E. BLACK, EDITOR

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DALLAS CHAMBER OF COMMERCE

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Mail Matter at the Dallas, Texas, Post Office.

Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

Salutatory

With this issue "Dallas" makes its initial bow and offers New Year's greetings to Chamber of Commerce members and all others among its 3,500 circulation. The publication has been launched by action of the Directorate in order to keep our members in closer touch with the Chamber and to be of greater service to them and to Dallas as a whole. It is also desired to keep a large mailing list of outside concerns and individuals considering locating at Dallas, as well as Chambers of the Southwest, in Mexico, and the larger cities of the United States, in monthly touch with Dallas' progress. In order to issue a publication of sufficient dignity and merit to achieve our aims, it is necessary that advertising be carried, and the Chamber greatly appreciates the patronage of advertisers in this issue, just as it will appreciate all future advertising. During the year "Dallas" expects to cover with special articles, pictures and chatty items every line of business and industry in the city. The Chamber will appreciate any advice as to the improvement of the publication, for it is our sincere desire to make "Dallas" worthy of the wonderful city from which it takes its name.

New Year's Greeting

The officers, directors and staff of the Chamber of Commerce wish for every member of the Chamber, for Dallas as a whole and for all other readers, the happiest and most successful year in their history. Starting with the new year, the actual merger of the Wholesale and Retail Merchants Associations with the Chamber is effective, giving Dallas a larger, stronger and more efficient commercial organization than ever before. The Chamber is anxious to be of even greater service to Dallas as a whole and to individual members this year than at any time in the past, and earnestly requests the full and hearty co-operation of every member. Again we offer best wishes and *full speed ahead for the New Year.*

Introducing New Members Elected During December

Chas. H. Butt, Insurance, 817 Am. Ex. Bank Bldg.
Burton & Crisp, Architects, 701 Linz Bldg.
Cramer & Cullum, Concrete Work, Sewers, 407 Sumpter Bldg.
W. M. Collie, Real Estate, 606 Linz Bldg.
Dallas Realty & Security Co., Real Estate, 204 Sumpter Bldg.
E. A. Decherd, Real Estate, 426 West. Ind. Bldg.
Dr. W. T. Davidson, Director of Public Health, 3925 Gilbert St.
Hughes Furniture & Auction House, Furniture & Auction, 2005-11 Elm St.
F. E. Hines, Wholesale Pecans, 307 So. Pearl St.
Hall Grocery Co., Wholesale Grocers, 2222 Griffin St.
Edwin Hobby & Co., Municipal Bonds, West. Ind. Bldg.
Illinois Glass Co., Bottle Manufacturers, Slaughter Bldg.
Charles E. Johnson & Co., Printing Inks, 600 So. Ervay St.
W. A. Jacobie & Co., Tile & Marble & Mantel Contractors, 500 No. Akard St.
M. W. McAfee, Real Estate, Gaston Bldg.
McDowell & Company, Insurance, 1103 Main St.
National Cast Iron Pipe Co., Mfgs. of Cast Iron Water and Gas Pipe, 915 Grt. Sou. Life Bldg.
"Nelson", Mfgs. Agents, Lumber and Shingles, P. O. Box 1325.
Orr Brothers Co., Cotton, Cotton Seed and Cotton Seed Products, 309 No. Texas Bldg.
Pickett & Dewitt, Audits & Income Tax, 413 Dallas Co. Bank Bldg.
J. M. Preston, Civil Engineer, 407 Sumpter Bldg.
Southwest Marble Co., Contractors and Manufacturers Foreign and Domestic Marble, 732 West. Ind. Bldg.
Southwestern Tablet Co., Mfgs. School Tablets and similar articles, 2006-8 No. Lamar St.
Superior Products Co., Chemical products, Fire Extinguishers, Sanitary and Janitor Supplies, 1833 Clarence St.
The Geo. Allen Realty Co., Real Estate, 315 Southland Life Bldg.
The Business Service Co., Audits Systems, Special Investigations, 508 Insurance Bldg.
The Procter & Gamble Mfg. Co., "Crisco" Mfgs. of, 1226 Loomis St.
United Motors Service, Inc., Automotive Electrical Equipment, Akard & Federal Sts.
Webster Bros. & Co., Inc., Cotton Buyers, 912½ Main St.
J. J. Williamson & Company, Cotton Exporters & Shippers, 912-A Main St.
Wilson & Biggers, Lawyers, 302 West. Ind. Bldg.
Yellow Cab Co., Taxicabs, 1320 Commerce St.

The Automobile Club Announces Tourist Park Plans

An average of fifty tourist parties a week since its opening has been averaged by the Dallas Tourist Camp Park, the establishment of which was a feature accomplishment of the Automobile Club the past year, assisted by the Chamber of Commerce and other interested organizations. The park comprises fifty-four acres of rustic woodland just off the West Dallas Pike, about two miles from Dallas. Here the automobile tourist will find a free camp with cool, spring water, sanitary features and many other facilities. A watchman and grounds keeper has been employed and plans for the coming season call for gas ovens, concrete tables, covered shower baths, sewage and a shelter from inclement weather. The camp site was offered to the club without charge by Walter A. Stevens. Dallas people are invited to inspect the camp.

"This club is going to make the Dallas Tourist Camp Park the most comfortable and complete in the entire South, a most valuable asset in developing Dallas as a tourist center," states George R. Angell, president of the club.

The new year finds the Dallas Automobile Club located at the Chamber of Commerce with Ewing S. Moseley as manager, succeeding J. W. Charleville, who moved to McKinney as manager of the Sunlite Lens Company. Among the increased activities planned for 1922 are the establishment of a legal department and the accurate marking of all cross-roads in the county. The club maintains one of the most complete map libraries in the Southwest and is prepared to give full and accurate road information. Free day and night tow-in and wrecking service, \$50 reward for the arrest and conviction of car thieves, affiliation with the American Automobile Association and more than 600 other motor clubs are among the many services offered to members. Active membership dues are only \$10 a year.

The Denton road is completed from Dallas to Farmers Branch and the Millers Ferry road almost to Milner. Both roads represent the highest type of engineering and construction.

"Diamonds are chunks of coal that stuck to their jobs."—Forbes' Magazine.

Locations in the Southwest

WE are prepared to furnish you efficient real estate service on every City in the Southwest—sending a white print of the downtown section and quoting all available locations.

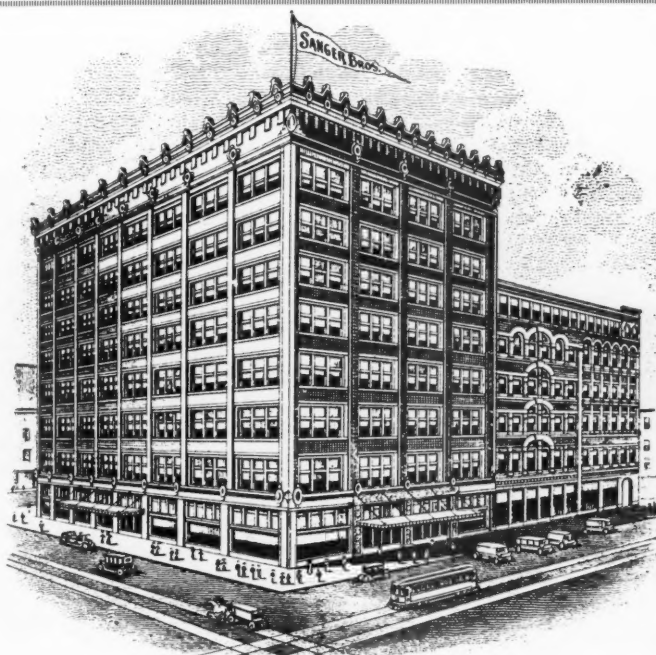
We operate in Dallas, Fort Worth, Houston, San Antonio, Waco, Beaumont, El Paso, Oklahoma City, Tulsa, Little Rock, and Shreveport.

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SANGER BROS.

Southwest's Largest Department Store

Retail and Wholesale

Established in Dallas in 1872

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LEASES, RENTALS

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Dallas, Texas.

Mr. Newcomer to Dallas:

Dear Sir:

When you come to Dallas to select a location for factory, warehouse or salesroom, let us assist you. You will also want homes, either buying or renting, and our Residence Sales and Rental Departments can take care of you, as we have homes for sale or rent in all parts of the city. We also have several of the Old Line Fire Insurance Companies where we can place fire, tornado, liability insurance and write bonds.

Yours very truly,

RUCKER, HEARTSILL & JONES

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MEASURE THE SERVICE

Travelers invariably declare that Dallas has the best street car service of any city in America. Consider these elements and reach your own conclusion:

- (1) Employes capable and courteous.
- (2) Equipment mechanically fit.
- (3) Equipment clean and sanitary.
- (4) Service frequent and dependable.

Our trainmen will go out of their way to render service. Try them.

DALLAS RAILWAY CO.

Keeping Up With Busy Dallas

The Harris Lipsitz Lumber Company has purchased the J. A. Thompson Lumber Company of Corsicana with yards at that city, Wortham, Richland and Groesbeck.

Controlling interest in the Great Southern Life Insurance Company of Houston has been purchased by Dallas men and E. P. Greenwood of Dallas elected president.

The General Service Tire Company has filed an amendment to its charter changing its name to Cox Inc., and increasing its capital stock from \$35,000 to \$150,000. The concern is moving into its new quarters, the Epps G. Knight five-story building being completed on Masten street. Morgan H. Cox is president; C. D. Pratt, vice-president and R. Y. Gray, general manager.

The Willys-Overland Company has taken over the business of the Overland Automobile Company of Dallas and George B. McNary has been named manager of the Dallas factory branch.

Gilbert Irish has been elected president of the Kiwanis Club, succeeding W. Neill Stewart.

E. Rosenbaum, president of the Southern Plow Company, is the new president of the Dallas Implement, Hardware, Saddlery & Tractor Club.

The Dallas Automotive Trades Association has chosen F. E. McLarty as president and re-elected J. H. Shelton as secretary. The report of retiring president J. H. Connell that there are 25,000 more cars registered in Texas in 1921 than in 1920, and in Texas in 1921 than in 1920; 2100 new cars were sold by Dallas dealers from Oct. 1 to Dec. 20, 1921.

Joe H. Gill has been elected president of the Electric Club; Homer Fisher, vice president and Beeman Fisher, secretary.

Filling positions made vacant last year by the death of Col. J. F. Strickland, C. E. Calder has been elected president and W. B. Head, chairman of the board, of the Texas and the Dallas Power and Light Companies; Jack Beall, president of the Texas Electric Railway Company and Judge W. M. Holland, president of the Dallas Railway Company.

Judge Nelson Phillips, who recently resigned as Chief Justice of the Supreme Court of Texas, has been named general counsel for the Southwest Bell Telephone Company with headquarters at Dallas.

E. Gordon Perry, formerly of El Paso, has been named by Dodge Bros. as distributor for the Dodge car in this territory. The Perry Motor Company supplants the Trinity Motor Company as dealer.

The local plants of the Smith Ice Cream Company and the Crystal Ice Cream Company have been purchased by the M-B Ice Cream Company of Waco. They will be incorporated for \$250,000 and H. F. Owsley will be local manager.

The Southland Milling Company of Fort Worth has been bought by four Dallas men, M. O. Andrews, R. F. Duggan, Rosser J. Coke and E. C. Sleight, be operated under the name of the Universal Mills.

The Lone Star Gas Company played Santa Claus to its 230 employees, giving life insurance policies ranging from a face value of \$500 for employees with the company six months to \$1500 for employees with the company five years or more.

President E. D. Nims and Vice-President A. B. Elias of the Southwestern Bell Telephone Company, came from St. Louis to attend the dance at the Adolphus in honor of Mrs. Kate Day of Dallas and presented her with medals for heroism in connection with a fire that destroyed a boarding house occupied by telephone operators, when her devotion to duty prevented loss of life.

Capital stock of the Yeargan-Sadler Company has been increased from \$12,500 to \$35,000.

Gerald Gallagher of Atlanta, Ga., has been named manager of the Palace Theater and John LeRoy Johnson, director of advertising for the Southern Enterprises.

Judge W. F. Ramsey has been re-appointed Federal Reserve Agent and chairman of the Federal Reserve Board for the 11th Reserve District. He enters upon his fifth year in this capacity.

Dallas' twelve banks, as a rule, declared dividends during 1921 ranging up to 25 per cent in one instance and the majority of the banks gave employees Christmas bonuses.

Stockholders of the Dallas Building & Loan Assn. have voted to increase the capital stock from \$10,000,000 to \$20,000,000. The company reported loans of \$550,000 during the year to be used in connection with the erection of homes.

The Trinity Oil Corporation, which has taken over the properties of the Eastland Oil & Refining Company in West Dallas, is converting the skimming plant into a complete refinery. Judge James R. Armstrong of Oklahoma City is president of the company.

It is announced that \$50,000 will be expended on improvements on the Southland Hotel which has been leased for a term of years to Fred McJunkin and W. H. Leftwich.

Dr. W. M. Young has been elected president of the Dallas County Medical Society; Dr. J. M. Coble, vice-president, and Dr. W. W. Fowler, secretary.

Temporary quarters for the Western Auto Supply Company have been leased at 2000 Commerce street for the re-opening of business recently destroyed by fire.

M. H. Wolfe has been elected president and D. E. Waggoner chairman of the board of the United Fidelity Life Insurance Company. The company, while established but thirteen months, has \$5,700,000 worth of insurance in effect, believed to be a record for Southwestern companies.

The fifth annual directory of Dallas organizations interested in the promotion of civic, social, health, education and similar matters has been issued by the Civic Federation, Dallas County Bank Bldg., Elmer Scott, executive secretary. The names, officers and purposes of more than 200 organizations are listed.

E. W. Copley, naturalist and big game hunter, plans to leave in March for Africa to secure some 1500 animals, birds and other specimens for the Dallas zoo.

A. Harris & Company sent toys and other articles Christmas to sixteen institutions such as orphan asylums, etc., following their annual custom.

L. O. Daniel Wholesale Millinery Company gave a banquet Christmas to its department managers and traveling men with a view to building for better salesmanship through stimulated enthusiasm and co-operation.

Application for a charter has been made by the Texas Automotive Company. This is the new name for the Texas Paige Company which has absorbed the Dallas retail store of the Chevrolet Motor Company and will distribute both Paige and Chevrolet cars in the Dallas district. J. B. Roach is president and W. E. N. Taylor manager of the concern.

R. L. Mayhew has been elected first vice-president and named general manager of the Bush & Gerts Piano Company of Texas, with headquarters at Dallas. He will relieve Col. W. L. Bush, president of the company, of many of the details the latter has been handling since his arrival in Texas.

Berger Plant

(Continued from page 9)

as, Louisiana, New Mexico, Arizona and Mexico, the products of the Canton mills, which include steel slabs, sheet bars, billets, rods, re-inforcement steel, electrical steel, high carbon steel, axles, black and galvanized sheets, several grades of well advertised, high grade iron sheets (one of which is known as "Toncan"), corrugated sheets, roofing sheets, metal shingles, metal tile, conductor pipe, eave trough, gutter, ridge roll, tin plate, expanded metal lath, metal lumber, metal filing devices, steel lockers, metal bins and shelving, tire racks, metal ceilings and corrugated metal culverts.

The factory building at Corinth and South Pearl streets is 180 feet wide by 220 feet, and the office is of stucco design, 30 by 100 feet. Mr. George P. Galvin, manager of the local plant, is always glad to show the plant to visitors, and since coming to Dallas to take charge, has been an active member of the Chamber of Commerce and his company has readily joined all movements instituted by the Chamber, through the Manufacturers' Council, for building up the manufacturing industry in the city.

FOR 25 YEARS--
Inseparably linked
with the Industrial
Growth of not only
DALLAS
But the Entire
SOUTHWEST

*Machinery
Supplies
Equipment
Repair Parts
For Every Place
That Machinery
Is Used
Including
The Oil Fields*

WRITE—WIRE—PHONE

**Briggs-Weaver
Machinery
Company**

*For 25 Years
"The House of Service"*

Dallas



New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

Merchandising Service, Sales Ideas, Copy Writing, Illustrating, Printing, and Mailing, all under one roof.

Johnston Printing & Advertising Co.

"Everything in Advertising Literature and Printing from the Idea to the Finished Product."

1808-10-12 JACKSON STREET
DALLAS

The Unmatchable Convenience of Natural Gas Service

It

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

BUSINESS OPPORTUNITIES

The Chamber of Commerce receives numerous inquiries from manufacturers throughout the country asking for assistance in securing representation in Dallas for the Southwestern trade territory. These inquiries will be listed each month under the above heading, in order that firms and individuals who are interested may take advantage of such opportunities.

David Basch, 25-35 East 21st street, New York City, manufacturer of notion specialties and braided products, including "Gripfast" shirtwaist belts and skirt belting, wants strong selling organization in Dallas handling manufacturers' lines to sell their products to both retailers and jobbers in Southwest.

The Fairfacts Company, 234 West Fourteenth street, New York, manufacturers of China bathroom accessories, wants to get in touch with tile contractors in Dallas that are actually engaged in the setting of wall and floor tile for bathrooms.

Brontes Engineering Corporation, New York, has asked for the names of manufacturers' agents here who might be interested in handling a line of electrical household devices.

The Mohegan Tube Company, Brooklyn, New York, manufacturers of seamless, welded, butted, open seam and lock joint steel tubes, want to secure the services of "an established, reputable manufacturer's sales representative" in this territory.

The Missouri Pants Manufacturing Company, St. Louis, Mo., manufacturers of "Snugset" clothes and trousers, want a representative to open a sales office in Dallas and handle the trade territory from that office.

American Chemical Company, Hopkinsville, Ky., want the services of a high grade salesman who is acquainted with the wholesale automobile and hardware trade in Texas.

Charles D. Briddell, 816 West Main street, Crisfield, Md., manufacturer of oyster and clam tongs, ice picks, tongs and shavers, etc., wants selling organization to handle these products in this territory.

The Automatic Specialty Company 161 Seventh Street, San Francisco, Cal., manufacturers of an automatic root beer and dispensing barrel, wants some jobber to handle their product in Texas.

Harrisburg Star Boiler Corporation, 50 Church street, New York, want someone in Dallas to represent them in the sale of their Harrisburg Star Water Tube Boilers which are used for heating school houses, theaters and other large buildings.

A. O. Anderson Trading Co., Ltd. 32 Pearl street, New York, have asked to be placed in touch with large retailers and hardware jobbers in Dallas who might be interested in handling their line of high grade imported Swedish tools from Eskilstuna and their "Primus" wickless oil cooking stoves.

Glencairn Manufacturing Co., Pawtucket, R. I., manufacturers of fibre and corrugated tipped silk, cotton and mercerized shoe laces, want connection with some selling organization in Dallas that can sell their product to the wholesale trade.

The Sherman Chamber of Commerce recently established a small broom factory at Austin College to give employment to students. The factory has been running successfully since the beginning of the school year, under the direction of a committee of the Chamber. The committee has decided to employ a man of executive ability to take charge of the plant and will receive applications through the office of the secretary of the Sherman Chamber.

The Bogert & Carlough Co., Paterson, N. J., structural steel and steel sash, want a North Texas representative to handle steel sash, monitor sash, mechanical operators and tubular steel doors.

E. E. Davis & Company, Chicago, large manufacturers of flooring material, want some contractor or building material supply dealer to represent them in Dallas.

The O. Armleder Co., Cincinnati, O., manufacturers of Armleder motor trucks, want a dealer in Dallas.

MacLite Storage Battery Co., Boston, Mass., want a dealer in Dallas for their line of automobile storage batteries.

E. T. Hammerly, secretary of the Chamber of Commerce at Tusculum, Ala., has written that they are desirous of getting in touch with parties who will build and operate a hotel in their town of 5,000 within sight of Muscle Shoals, where Henry Ford may take over the Government plant.



INCOME TAX ACCOUNTANTS

ALFRED H. BRUNDAGE

DALLAS, TEXAS
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WASHINGTON, D.C.

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Route Your Shipments the "ELECTRIC WAY"

Double Daily Service to
WACO, CORSICANA, SHERMAN, DENISON
And all intermediate points
For any information as to Rates and Service, ask any agent
ELECTRIC EXPRESS COMPANY

RECORD FOR 1921

A House Every Forty-Eight Hours

During the year 1921 the Power Investment Company through Murphy-Bolanz Company built and sold 180 residences thus averaging a home each 48 hours.

These homes were usually moderate priced 5-room cottages and were distributed over a wide area of the city, the principal operations being in Eastside, Maplewood, Oakland Gardens, Henderson Avenue and Freemont Additions.

Owing to the unusual terms upon which these homes were sold, the buyers were enabled to secure living quarters and are paying for same practically like rent, thereby securing a homestead instead of rent receipts.

Operations of this kind we believe tend to raise the standard of citizenship, there being nothing that adds to ambition more than the acquirement of a home, and there can be no better savings bank for the man of small income than the placing of his money in a home on the monthly payment plan, where he not only has the pleasure of occupancy, but he has the benefit of the profit he can make by the little things he can do without expense to add to the beauty and thereby add to the value.

This Company expects to make a larger record for 1922, and we wish for those who have secured homes a splendid year, and at the same time extend to those who may be interested in securing a home during 1922 an invitation to visit our office and get information as to how easily it can be done.

MURPHY-BOLANZ COMPANY

ESTABLISHED 1874

USE Wyatt's Line AND

PULL FOR PROGRESS

Manufacturers of

Boiler Breechings	Well Casing
Smoke Stacks	(Riveted)
Stand Pipes	Plain and
Water Tanks	Perforated
Railway Tanks	Storm Sewers
Gasoline Tanks	Road Culverts
Truck Tanks	Bridge Floors
Steel Filling	Stock Tanks
Stations	Stock Troughs
Oil Waste Cans	Grain Tanks
Oil Barrels	Storm Cellars
Oil Storage Tanks	Garages
Refinery Equipment	Garbage Cans
Irrigation Flumes	

In Fact, Everything in Galvanized or Black

Sheet Metal

Jobbers of

Boiler Plate	Boiler Tubes
Rivets	Patch Bolts
Boiler Flanges	Guy Wire, Etc.

Our Big Modern Factory, Ample Stock of Raw Materials on hand, and force of industrious, contented workmen, enable us to render exceptional service to every part of the Southwest.

WYATT METAL & BOILER WORKS

Dallas, Texas

For Attention of Dallas Exporters

The work of the foreign trade department of the Dallas Chamber of Commerce is highly commended in the following letter which has just been received from Julius Klein, Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce at Washington:

"With the approach of the holidays and the end of the calendar year, I desire to thank you for the excellent service you have rendered in co-operation with the Bureau of Foreign and Domestic Commerce. While it is impossible to cite the many excellent achievements you have accomplished, your work in building up the Exporters Index, in circularizing those actually and potentially interested in foreign trade, and in promoting contact generally with firms in your community, have been noteworthy. I thank you also for your efforts in obtaining subscriptions to our new Commerce Reports, which plays so important a part in our activities.

"It gives me pleasure to inform you that Mr. Hoover is taking an increasing personal interest in the co-operative offices and intends to look to them more and more for specific information and advice. The outlook for our entire organization is more promising than ever before and, with the general expansion of the Bureau and its greater opportunity for service, the co-operative offices will assume an increasingly important role."

"The British & Foreign Guide," a standard reference book on international trade, is taking notice of the importance of Dallas as a foreign trade city. The publishers have asked the Chamber to send them the names of leading firms engaged in export business for free listing in the 1922 edition, under the following classifications: Banks, manufacturing exporters, forwarding and shipping agents, steamship owners and agents, commission houses, insurance agents (marine or those doing international business). Any firm desiring to be listed in this guide notify the Foreign Trade Department immediately.

The Foreign Trade Department has collected information with reference to the foreign credit insurance plan of the American Manufacturers' Foreign Credit Insurance Exchange. Under this plan Dallas exporters can

extend credit to their customers in Mexico and be insured against loss in so doing. Details will be furnished any interested exporter on application.

A large import house in Barcelona, Spain, would like to get in touch with exporters of American corn, with the view to placing large orders if samples are satisfactory. Argentina and Rumania have dominated the Spanish market in corn, but American corn is much superior to anything they export, and the Spanish market offers big opportunities for American exporters. Interested exporters can secure the names of this and other Spanish importers through the Foreign Trade Department.

Juan Casabo, Barcelona, Spain, has written the Foreign Trade Department for assistance in securing the representation of some important raw cotton export firm in Dallas. He writes:

"I am at present agent for a French house with branches in China, exporting Chinese cotton, hemp and other fibres; of an English house which trades in jute; of some Indian firms exporting different fibres; of wool export houses of the River Plate, etc., and an agent for one of the most important textile manufacturers of Spain, etc."

School of Commerce Activities

To date 350 students have enrolled for all classes, in the Dallas School of Commerce, formed last year by Southern Methodist University, in co-operation with the Dallas Chamber of Commerce, offered the following courses the first term this year: Accounting, Advertising, Business Administration, Business English, Business Law, Business Psychology, Commercial Spanish, Economics, Salesmanship, Real Estate Methods, Life Insurance, General Insurance.

In the winter term, beginning January 2, most of the above courses will be continued, and the following added: Business Finance, Personnel Management, Fire Insurance.

The instruction is given by University professors of the Department of Commerce, assisted by 100 business men of the city of Dallas.

Classes are conducted in the daytime at the University, and evening classes are given downtown at the rooms of the Chamber of Commerce.



FOR LEASE 2112-16 North Lamar

One of the best constructed fireproof Warehouses and best Switching services of any property available in Dallas. Building 60x105 feet, three stories and water-proof basement. Building has about 25,000 square feet floor space. This is absolutely one of the strongest buildings constructed in Texas. Just being completed.

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403 Scollard Building

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Distribution and Warehousing

*The Oldest Transfer and Warehouse Company in Dallas.
Household Goods Moving, Packing and Shipping, Heavy Hauling.
Select your Warehouseman as you would your Banker.
We will appreciate your inquiries for our services.*

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INSURANCE

All Kinds

SURETY BONDS

Standard Stock Companies Only

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A Convenient Bank

Open daily, 9 a. m. to 8 p. m.
Saturday 9 a. m. to 10 p. m.

GUARANTY BANK & TRUST COMPANY

Capital \$1,000,000
Surplus \$120,000

Schepps Named Head of Junior Chamber

Julius Schepps has been elected president of the Junior Chamber of Commerce, succeeding True Strong. Other officers chosen by the Directorate are: Theo. Jones, first vice president; E. C. Custerer, second vice president; George B. Webster, third vice president, and G. Grice Gaston, reelected treasurer.

A. H. Belo & Company, publishers of the Dallas News, the Dallas Journal, the Semi-Weekly Farm News and the Galveston News, have filed application to increase their capital stock from \$300,000 to \$1,500,000.

EVEREADY REAL BATTERY SERVICE

There is no doubt when your car is equipped with an Eveready Battery. It's guaranteed.

Free water and inspection on any make of battery.

Big reduction in price, effective now.

EVEREADY STORAGE
BATTERY COMPANY
OF DALLAS

1808 Young

Y-1561

The Philadelphia Public Ledger notes that in some Middle West offices the sign is displayed: "Sit Down but Don't Park."

Wall Paper

Paints

Window Shades

We have a complete stock of everything known to the trade.

Our service will please—and our prices are always in keeping with the market.

The Apex Company

T. E. JACKSON, President

B. F. JOHNSTON, Vice-President & Gen'l Mgr.

HARWOOD AT PACIFIC

Glass

Brushes

* Wall Board

The A. S. Walker Company

Taxes Claims

Income and other Federal tax reports prepared.

Claims for refund of taxes paid or abatement of taxes assessed, filed and presented to Internal Revenue Bureau.

Advice concerning liability to Federal taxes.

This office is also in position to prepare and present claims growing out of the recent decision, allowing partial refund of taxes paid on community income.

Claims pending in Washington are given personal attention.

Rooms 407-08 Dallas County State Bank Building
Telephone Y-2781 DALLAS, TEXAS

DALLAS

is a finer city, a better market, a greater railroad and manufacturing center today. Well selected Real Estate is bound to prove profitable tomorrow. Our Real Estate business affords a high character of service that can be secured only by specialized efficient organization.

"30 Years in Dallas"

J. W. LINDSLEY & CO.

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1309 Main St.
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Important Conventions Listed for New Year

Dallas entertained 64 conventions in 1921 with a total attendance of 30,000. It is estimated that conventions visitors put into Dallas trade channels during the year nearly \$1,000,000. Dallas, with accommodations for 5,670 in its seven largest hotels alone and its excellent theatrical attractions and many other attractive features, is extremely popular as a convention center.

While the list of Dallas conventions for 1922 is far from complete, among the more important gatherings so far announced might be mentioned:

Texas Hardware & Implement Dealers Assn., Jan. 24-26; Council of Episcopal Diocese of Dallas, probably in January; Texas Butter, Eggs and Poultry Assn., probably in February; Lions Clubs of Texas; Texas Poster & Advertising Assn.; Southwestern Claim Agents' Assn.; Texas Cotton Ginners' Assn., April 13-15; International Brotherhood of Railway Clerks, May 1-15, 2000 expected; Texas G. A. R.; Texas Retail Jewelers' Assn.; State Knights of Pythias; State Florists' Assn.; State District & County Attorneys' Assn.; Southwestern Assn. of Nurserymen; Texas Warehouse & Transfer Men; State Eastern Star; State Fair, Oct. 6-15; North Texas Assn. of Osteopaths.

Completion of the six-story Melba Theater at an early date will give Dallas three theaters completed within the last twelve months at a total cost of nearly \$4,000,000. The other two are the Majestic and the Palace.

A Tribute to Dallas

By S. A. Fishburn

Away down south in Dixieland
A favored city grows,
As if by aid divine, "it builds
Far wiser than it knows."

It counts its commerce far beyond
Its wildest dreams of yore,
Its mansions rise in stately pride
Its larder running o'er.

But these are not its major aims
They reach to higher plane,
For it would spurn to live alone
For sordid, selfish gain.

It holds proud place 'mid uplift hosts
Its God is Good, not Gold;
It is, and ever craves to be,
A city with a soul.

200 Miles of Motor Bliss

FROM the Appian Way of the Romans down through history a Nation has been largely judged by the character of its highways. To no lesser extent is a city known by its streets.

Dallas, leading the State in mileage of paved streets, is proud of the 200 miles of luxurious, serviceable pavement over which hurry its 30,000 cars. In Dallas you may run out of gasoline, but hardly ever out of paved streets.

Pavement that withstands wear, flood and fire--this has been the aim of the City Engineering Department. Through years of pioneering, years of practical experience, Dallas property owners now choose the type of pavement that has given the best satisfaction under Southwestern conditions. Officials from other cities and towns come to Dallas to study its splendid streets and paving systems.

(Advertisement)

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Growth of Wholesale Market Phenomenal

The Dallas wholesale market, which has made such wonderful strides during the past five years and has established for itself an enviable position among the markets of the Nation, will be better equipped the coming year than ever before to serve the retailers of the Southwest, it is stated by L. O. Daniel, chairman of the Wholesale Merchants' Department of the Chamber of Commerce.

"From a total volume of sales of \$250,000,000 in 1918, the Dallas wholesale market reached \$415,000,000 in 1919 and the splendid total of \$600,000,000 in 1920," said Mr. Daniel. "The market during 1921 served 30 per cent more retailers than ever before and, while the money value of goods sold was not up to 1920, the volume was equally as great. This splendid growth of the Dallas market offers strong proof that Dallas wholesalers can render and are rendering just the service and goods needed to meet conditions of the merchants of the Southwest. The Dallas market does not claim better merchandise than can be secured in other representative markets, but it does feel that it is in a better position to render a vital, interested, personal service than can the more distant markets.

"While there are 2,000,000 people within a 100-mile radius of Dallas and 12,000,000 within reach of the market, not counting our exports to Mexico, Cuba, South America and other points, the real future of the Dallas market may be appraised when it is recalled that Texas alone, of the Southwestern states, is capable of supporting a population of 40,000,000, as compared with its present 4,700,000.

"The most complete insurance policy that can be carried by the retail merchants of the Southwest at this time is a minimum stock of merchandise, yet complete enough to meet the needs of their customers. This Dallas offers the merchants of the Southwest, for the houses composing this market are able and willing to carry for their customers reserve stocks of goods which can be drawn upon as the needs of the retailer make necessary. A near-at-home market offers a constant source of supply, a saving in freight and express, a saving in time in visiting the market, a more intimate knowledge of each merchant's needs, and enables the retailer to do a maximum amount of business upon a minimum capital."

Dallas Package Car Service Excellent

The benefit to be derived from a well organized package car service by transportation companies for the distribution of merchandise from Dallas throughout the Southwest, has been demonstrated repeatedly during the past nine months.

Beginning with the organization of the Traffic Board of the Chamber, early in the year of 1921, this systemized service for the distribution of Dallas merchandise has been gradually built up to a standard of efficiency which compares favorably with any jobbing center in the United States. The Railroad Officials of Transportation Lines serving Dallas have given their full measure of co-operation with the shippers of Dallas in accomplishing this result, and the material benefit to the Dallas market is beyond estimate.

The Routing Circular issued by the Traffic Board is being generally followed by the shippers of Dallas, thus concentrating tonnage to the lines selected by the board for handling traffic to given points and making possible the permanence of the package car system. Following the holiday trade, there is a natural decrease in movement of tonnage which makes the complete concentration of tonnage more necessary in order to insure the continuation of all of our established package cars. Shippers of Dallas are, therefore, called upon to give special attention to the routing of their outbound shipments to insure one hundred per cent efficiency in this service.

Perfect Package Month Record Good in Dallas

For several years past, there has been a concerted movement throughout the country in the nature of an educational campaign to promote a higher standard of shipping efficiency. The shipping public, as well as the railroads, have suffered materially from pilferage, loss and damage and astray shipments, due largely to improper packing and marking of freight and express shipments.

The Traffic Board of the Chamber of Commerce has, from time to time, distributed circulars to its members calling particular attention to this feature of their shipping.

Sometime ago the American Railway Association and the American Railway Express Company decided to inaugurate a "Perfect Package Month" throughout the United

States, for the purpose of stimulating interest on the part of shippers and creating an element of competition as between cities in improving their shipping methods. The month of November, 1921, was selected as "Perfect Package Month." Committees were appointed at all of the principal shipping centers in the United States for the purpose of making a careful check of all shipments offered throughout the month, noting any deficiencies that could be located and calling attention of those responsible in order that their inefficient shipping methods might be overcome.

The results reported by the Committee having in charge the Dallas situation, indicate that the shippers of Dallas generally are thoroughly alive to the necessity and desirability of having their merchandise properly prepared for shipment. These reports show that during the month of November, there was forwarded from Dallas something over 150,000 shipments, out of which less than one per cent was noted as imperfect. In view of the fact that the Committee handling this matter was very technical in its examination of packing, shipping tickets, etc., and the further fact that the human element enters so largely into the matter of preparing packages and papers for shipment, the record made by the City of Dallas is considered a remarkable one, of which we feel justly proud.

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DALLAS FT. WORTH HOUSTON SAN ANTONIO

Retail Merchants Consider Fund Solicitation

Co-operating with the Department of Public Welfare, Mayor Aldredge has appointed a committee composed of representatives from the civic and commercial organizations of the city, to be known as the Funds and Solicitations Committee whose duty it is to meet at regular periods and pass upon applications from charitable and philanthropic organizations to solicit for funds (as required by a city ordinance.) The retail merchants are represented on this committee and the Retail Merchants Association issues a regular bulletin giving a list of all applications to solicit funds which come before the committee and what action is taken in the matter. All retailers are urged not to subscribe to any cause not having the official endorsement of the committee. Holmes Green is chairman of the committee and Sam Fowlkes, secretary.

Considerable publicity was given to "Early Christmas Shopping" which according to the merchants, brought very satisfactory results. A cartoon film by Claire Briggs was shown in the movie houses, cards were distributed for the windows and all the daily papers co-operated splendidly in giving the matter a great deal of publicity.

The Grocers Unit of the Association held a "Housewives Exposition" during December which was participated in by over fifty food manufacturers. Over 8000 house keepers visited the Exposition and it was a success from every standpoint. A number of valuable prizes were awarded each day and a great deal of interest shown in the various contests by which these prizes were awarded. A Hawaiian orchestra furnished music both afternoon and evening.

A number of trade publications have been issued recently, furnishing our members with lists of prospective shoppers from out of town. Many of the retailers have followed up these names to their decided advantage.

Have You a Friend?

Do you think of some friend or business concern considering moving to Dallas? If so, the Chamber of Commerce would appreciate your writing or telephoning the name and a copy of the first issue of "Dallas" will be sent with a covering letter mentioning that the action was at your request.

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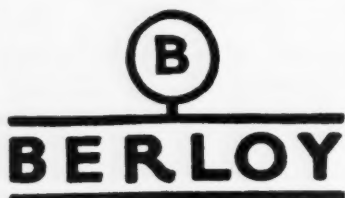
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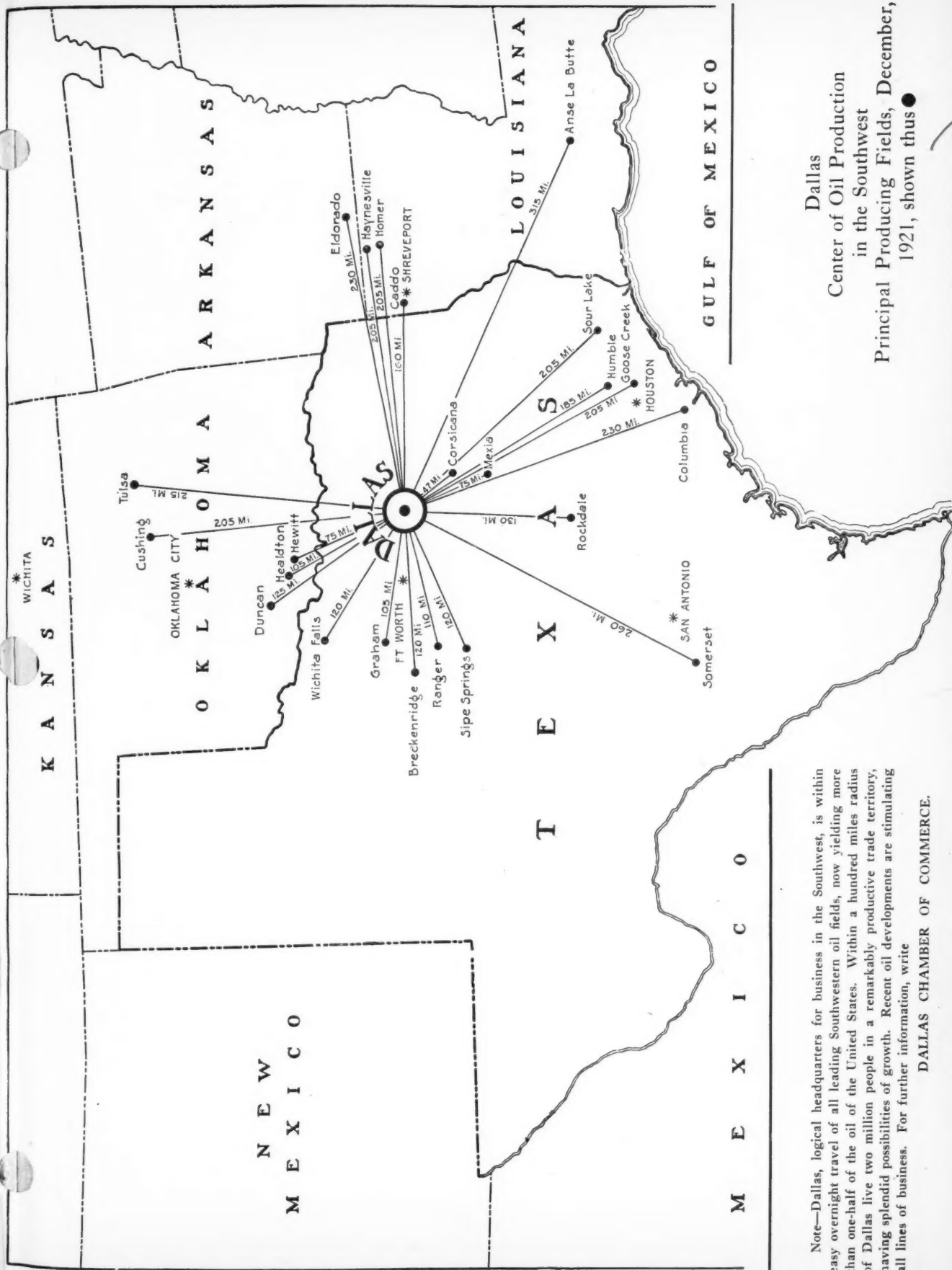
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DALLAS



Dallas
Center of Oil Production
in the Southwest
Principal Producing Fields, December,
1921, shown thus ●

Note—Dallas, logical headquarters for business in the Southwest, is within easy overnight travel of all leading Southwestern oil fields, now yielding more than one-half of the oil of the United States. Within a hundred miles radius of Dallas live two million people in a remarkably productive trade territory, having splendid possibilities of growth. Recent oil developments are stimulating all lines of business. For further information, write
DALLAS CHAMBER OF COMMERCE.

DEPENDABLE INFORMATION ABOUT

DALLAS

Population

Dallas has a population of 201,088, including immediate suburbs, according to the 1921 City Directory.

Dallas had within its city limits of 23 square miles a population of 158,976, according to the 1920 U. S. census, an increase of 72.6% in 10 years, or 550 new people every month.

Dallas ranked 42nd in population in 1920, as compared with 58th in 1910 and 86th in 1900.

Industrial

Dallas leads the State in manufacturing output, according to the 1919 U. S. Census of Manufacturers; 457 factories; capital invested \$42,270,000; 10,677 employees; value of output, \$93,650,000; this does not take into consideration some \$20,000,000 worth of goods produced annually by Dallas plants just outside the city limits.

Dallas has an industrial gas rate on a sliding scale from 17c to 25c net per 1000 cubic feet.

Dallas industries can secure power at 1.5c net per k. w. upward, varying with amount used.

Dallas has a water rate of 25c a thousand gallons for the first 10,000 gallons, graduated downward for larger quantities used; total alkalinity in Dallas water averages only 70 parts per million for the year.

Commercial

Dallas ranks as 15th largest jobbing center in the Nation, with wholesale business of \$600,000,000 in 1920.

Dallas is headquarters for 3,000 traveling men representing its 500 wholesale houses.

Dallas is the largest retail market in the Southwest, with total business reaching \$250,000,000 in 1920.

Transportation

Dallas has eight trunk line steam railroads and four electric interurban lines; these with interurban now building to Terrell, furnish 17 steam or electric railway outlets for the city, radiating in all directions.

Dallas has 72 passenger trains and 186 electric interurban trains daily.

Dallas ranks first among cities of the Nation in per capita express business.

Dallas shippers enjoy package car service equalled by that of no city of similar size.

Financial

Dallas is the financial center of the Southwest and home of the 11th Federal Reserve Bank.

Dallas has 12 National or State banks and ranked 23rd in bank clearings in 1920.

Dallas is the Nation's sixth largest fire insurance center and a leader in other insurance.

Dallas ranked 24th in postal receipts in the Nation in 1920.

Building

Dallas ranked second among cities of the Nation in 1921 in building permits per capita.

Dallas has done approximately \$43,000,000 worth of building during the past three years.

Dallas has one of the most famous skylines in America, with 64 buildings from 6 to 29 stories in height.

Dallas erected more than 3000 residences during 1921.

Communication

Dallas is Southwestern headquarters for telegraph and telephone companies and leads State in facilities in these lines; wireless service also is available.

Municipal

Dallas has the commission form of government, with Mayor and four Commissioners.

Dallas has a completely motorized fire department and the lowest fire insurance keyrate of any large Texas city.

Dallas has a most efficient police department.

Dallas assessed valuations in 1921 were \$192,377,825; percentage of actual value assessed upon, 50%; tax rate, \$2.44 per \$100; County and State, \$1.37; total, \$3.81.

Dallas has 3,500 acres in parks and playgrounds.

Trade Territory

Dallas has a trade territory with 2,000,000 people within a 100-mile radius, and 10,000,000 people within 24-hours' travel.

Dallas' wholesale trade territory produced \$5,000,000,000 worth of wealth in 1920, or \$500 worth for each individual, with but one-fourth of the land in cultivation.

Dallas is within easy overnight travel of fields producing more than one-half of the oil of the United States.

Dallas is a popular gateway to commerce with Mexico.

Educational

Dallas has the best paid public school teachers in the State.

Dallas has 42 grade, 5 high schools, and 67 private schools, including Southern Methodist University and Baylor University departments of Medicine, Dentistry, Pharmacy and Nursing.

General

Dallas has 172 churches, representing practically all recognized denominations.

Dallas is a convention center, with accommodations for 5,670 guests in its seven largest hotels alone.

Dallas has 40,000 telephones.

Dallas has 4 daily newspapers, one morning and three afternoon.

Dallas is a music center, with excellent music conservatories and a \$10,000,000 annual business in musical goods.

Dallas is the home of the State Fair of Texas, the largest state fair in the Nation.

Dallas is an amusement center, with 23 theatres, five golf courses, natatoriums, etc.

Dallas County leads the State in automobile registration.

Dallas altitude, 460 to 600 feet; average rainfall, 37 inches annually; average temperature, 64.4 degrees.

Dallas has 94 miles of street railway and a most efficient system.

Dallas Leads

Dallas is the largest inland cotton market in the Nation; headquarters for Texas Farm Bureau Federation and American Cotton Growers Exchange.

Dallas has more miles of paved streets than any other Texas city; 190 miles.

Dallas leads the Southwest as headquarters for out-of-State concerns.

Dallas leads the Nation in the manufacture and distribution of cotton gins; saddlery, harness and leather goods and cotton seed products.

Dallas is the largest wholesale market in the Southwest for automobiles, dry goods, farm implements, drugs, building materials, moving picture films, jewelry, groceries, furniture, sporting goods, electrical goods, hardware, paper, office supplies and many other lines.

When You Talk Dallas, Quote Figures; Please Carry this Sheet When You Travel.

Dallas Chamber of Commerce

